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KPMG STUDY CONFIRMS MEDICINE HAT HAS COMPETITIVE ADVANTAGE

Medicine Hat – Medicine Hat holds a cost advantage over a number of Canadian cities, according to KPMG's 2008 Competitive Alternatives study.

Medicine Hat ranked ninth out of 51 Canadian cities compared. The basis for the cost comparison is the after-tax cost of start-up and operation of 17 different industries over a 10-year planning horizon.

"The fact that this study was wholly independent and evaluated all aspects of starting and operating a business really provides credible confirmation of Medicine Hat's competitive advantages", says Gerry Labas, Chief Administrative Officer. "The study considered all cost factors along with non-cost factors such as labour availability and skills, economic conditions and markets, cost of living and quality of life."

The results of the study that compares business costs in 136 cities in 10 countries in North America, Europe and Asia Pacific were released March 27, 2008. Fifty-one Canadian cities were included in a "Canada Only" section of the study, which used the same principles and assumptions used in the international study.

"The KPMG Study provides analytical information and on-line tools that will assist us in strategically targeting and attracting industry and business that would benefit from Medicine Hat's competitive advantage," adds Keith Crush, Business Development Officer. "Medicine Hat is well positioned to focus on strategic economic development that will create long term employment opportunities in the community."

Copies of the KPMG 2008 Competitive Alternatives study are available at www.competitivealternatives.com or by contacting the City of Medicine Hat Business Support Office at 403-529-8373.

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